

# DoD LIVE!

Communicating effectively using creative online strategies.

Office of the Secretary of Defense for Public Affairs **New Media Directorate**



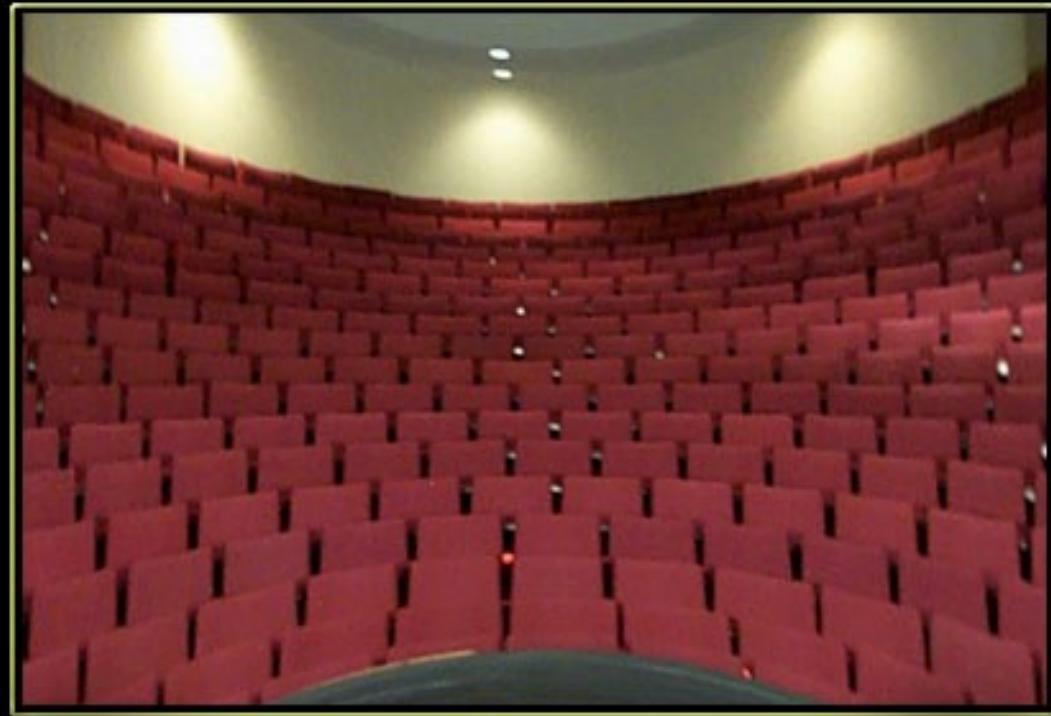


**"If MySpace were a country, it would be 10th biggest in the world, just behind Mexico"**

- The Guardian, November 4 2006

# What is New Media?

Utilizing new technologies to communicate to targeted audiences, delivering products to where the consumer is.



## Blogging

WITH THE RIGHT STAGE AND THE RIGHT VOICE  
THERE'S NO LIMIT TO THE SIZE OF YOUR AUDIENCE.

# What's in it for me?

- Globally, nearly 1.1 billion are online
- Web sites now #1 source of news; traditional TV is #2

**The future of communication is new media**

# It's a Connected World

**54%**  
of consumers socialize via social networking sites, chat rooms or message boards



The McGraw-Hill Companies  
**BusinessWeek**  
May 2, 2005

# Blogs

## will change your business

Look past the yakkers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Catch up...or catch

More on blogs online only at [www.businessweek.com](http://www.businessweek.com)

**BLOGSPOTTING**  
Our new blog on blogs debuts online with Steve Parker and Heather Green

**PROFILE**  
The young blogging king of New York real estate, Lockhart Steele

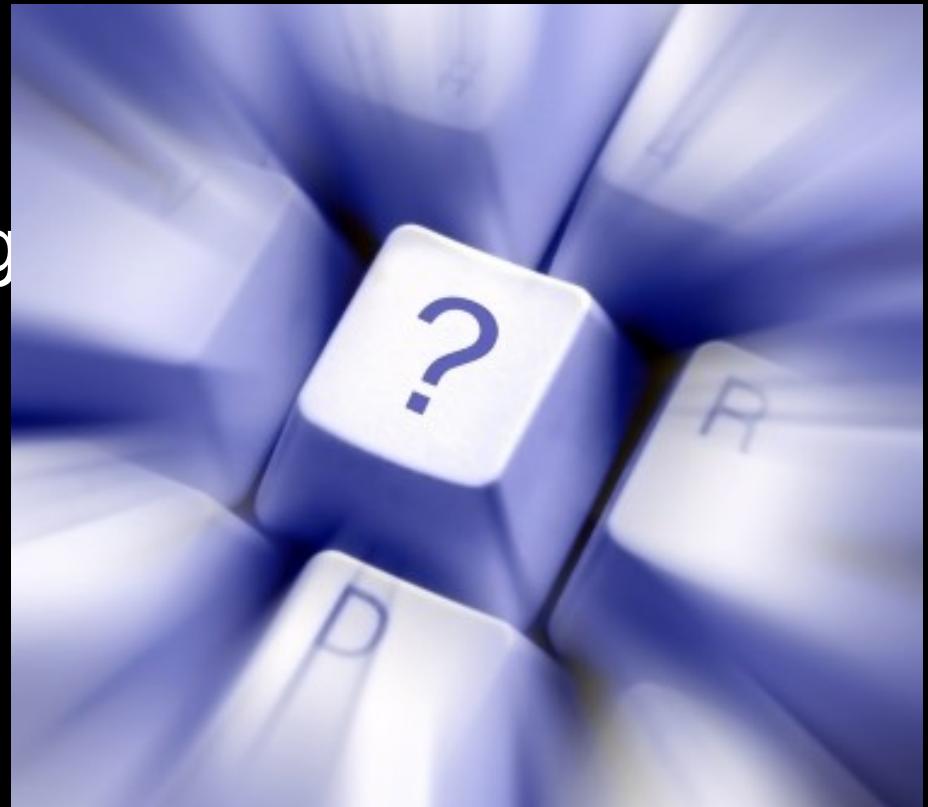
**CASE STUDY**  
How a small Farm's yogurt culture spreads through the

**45%**  
of consumers maintain a profile on a social networking site



# What avenue is best for me?

- Blogging
- Online Video
- Social Networking
- BlogTalkRadio
- Photo Sharing
- Podcasting
- Wikipedia
- RSS Feeds





## **Partnership Remembers Troops at Valentine's Day**

SHINGTON, Jan. 17, 2008 - Troops serving in Iraq this February will see a little Valentine love from states thanks to a partnership between a troop-support group and a regional video store. Article

## **Troop Offers Holistic Mental Health Treatments**

SHINGTON, Jan. 16, 2008 - Servicemembers returning from deployment and their families can find readjusting to their lives at home through traditional and holistic therapies offered by a long-established Colorado group. Article

## **Foundation Offers Spouses Portable Skills**

SHINGTON, Jan. 15, 2008 - Frequent military relocations can take a toll on spouses' careers unless have a portable skill, which is exactly what one foundation has set out to provide them. Article

## **More News**

Country Musician Comes by Patriotism Naturally

ounded Fort Hood Troops Receive Laptops

lendar Provides Troop-Support Ideas

undation Seeks A Few Good Students

## **Homefront Group Spotlight**

Virginia Group Stays True to Military History

te Bridges Gap Between Troops, Families

roup Offers Troops Spiritual Support

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## **HOMEFRONT GROUPS TOOLBOX**

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# **AMERICA SUPPORTS YOU**

**OUR MILITARY MEN & WOMEN**

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## **New Media Center**

### **Online Technology**

is changing the way our troops and the organizations that support them communicate. Online radio, webchats, blogs, video, & podcasts are just a few of these emerging technologies. Check out some of these new ways that individuals are sharing information to show our servicemen and women in uniform we care.

**Podcasts**  
Military OneSource

View Podcasts geared to assist our military servicemembers and their supporters.

Watch America Supports You videos. Download or embed videos on your site.

**DoD VClips**  
ASY Video on Demand

**Online Radio**

- Hooah! Radio
- Pundit Review Radio
- Observation (Q&O Magazine)
- Stardust Radio
- SpouseBuzz
- Shauna Fleming

**Bloggers Roundtable**  
Online Journalists & Bloggers

Listen in as bloggers and online journalists connect with DoD officials to learn about the day-to-day operations that affect our servicemembers.

**BLOGGERS ROUNDTABLE**

### **Get Connected**

[Podcasts](#)

[DoD VClips](#)

[Bloggers Roundtable](#)

[Online Radio](#)

- Hooah! Radio
- Stardust Radio
- SpouseBuzz
- Shauna Fleming
- Pundit Review Radio
- Observation (Q & O Magazine)

- Tracking over 70 million weblogs
- Seeing about 120,000 new weblogs being created worldwide each day
- 1.4 blogs created every second of every day

A photograph of four white computer keyboard keys arranged horizontally against a solid blue background. The keys are slightly angled towards the viewer. The first key has the letter 'B' printed on it, the second has 'L', the third has 'O', and the fourth has 'G'. The lighting creates soft shadows of the keys on the blue surface.

# Blogging

- Establishes Voice & Vision
- Feedback
- Viral Spread of Information



# Blogging

- Time Consuming
- Continual Updates to be effective



# Bloggers' Roundtable

**U.S. DEPARTMENT OF DEFENSE**

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**In the Spotlight**

**Travels with Gates**

  
January 7-8, 2008

**Secretary of Defense**

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**LATEST PHOTOS**



THUMBS UP - Air Force Capt. Germ. Gonzales, an F-15 Eagle pilot with the 1st Fighter Squadron at Langley Air Force Base, Va., checks to see if Lt. Col. Robert Gorard, 7th FS commander, is ready to start engines Jan. 5, 2008. After a month-long stand-down, the 7th launched the first flight F-15C flight. U.S. Air Force photo by Staff Sgt. Samuel Rogers | Hi-Res | [Lead Photo Archive](#)



**MILITARY NEWS**

**Gates Mulls Deployment Decision for Marines**  
Defense Secretary Robert M. Gates will soon consider a proposal to send more U.S. Marines into Afghanistan. [Story](#)

**Most Air Force F-15s Get Green Light to Fly Missions**  
About 60 percent of the Air Force's F-15 Eagle fighter fleet has been

**TOP NEWS**

**Gates Says Iraqi Military Crucial to Security**  
The Iraqi military has played a crucial and indispensable role in building the new security environment in the country, Defense Secretary Robert M. Gates said at the Pentagon press briefing. [Story](#)

**One Year Later, New Iraq Strategy Shows Success**  
President Bush's new strategy for Iraq, announced a year ago, is accomplishing many of its goals and laying important groundwork for initiatives yet to be fulfilled. [Story](#)

**Iranian Boats' Provocative Actions Raise U.S. Concerns**  
Defense Secretary Robert M. Gates dismissed Iranian charges that U.S. officials doctored a videotape that shows Iranian boats "kuzzing" U.S. Navy ships in the Strait of Hormuz. [Story](#)

**All Active Services Meet December Recruiting Goals**  
All four services met or surpassed their monthly active-duty recruiting goals for December, and five of the six reserve components showed similar success. [Story](#)

**'Active First' Program Shows Promise in Army Recruiting**  
Army Secretary Pete Geren is praising a new

**The Pentagon Channel**



00:00 00:00

**ACTIVE FIRST PROGRAM**  
Secretary of the Army Pete Geren briefs the "Active First" program for December's good recruiting numbers.

**PENTAGON CHANNEL LIVE**

**WEEK IN PHOTOS**

  
Archive

**FACE OF DEFENSE**

Soldier Survives Cancer, Joins His Unit In Iraq

BloggerAvi

# Podcasts

SUBSCRIBE **POD**

# Radio



# Video



# Print



# Transcript



# Blogs



# RSS



# Social Networks

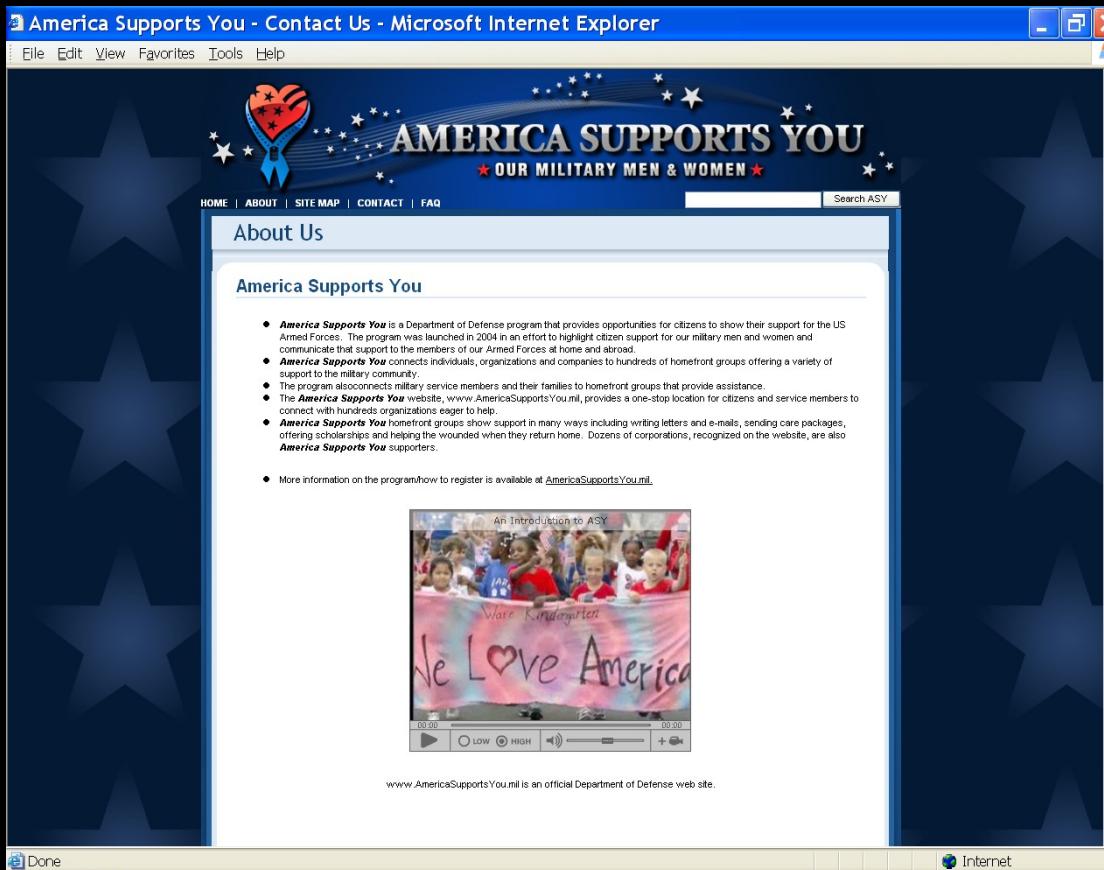


# Online Video

## Fun & Interactive   Easy to Post

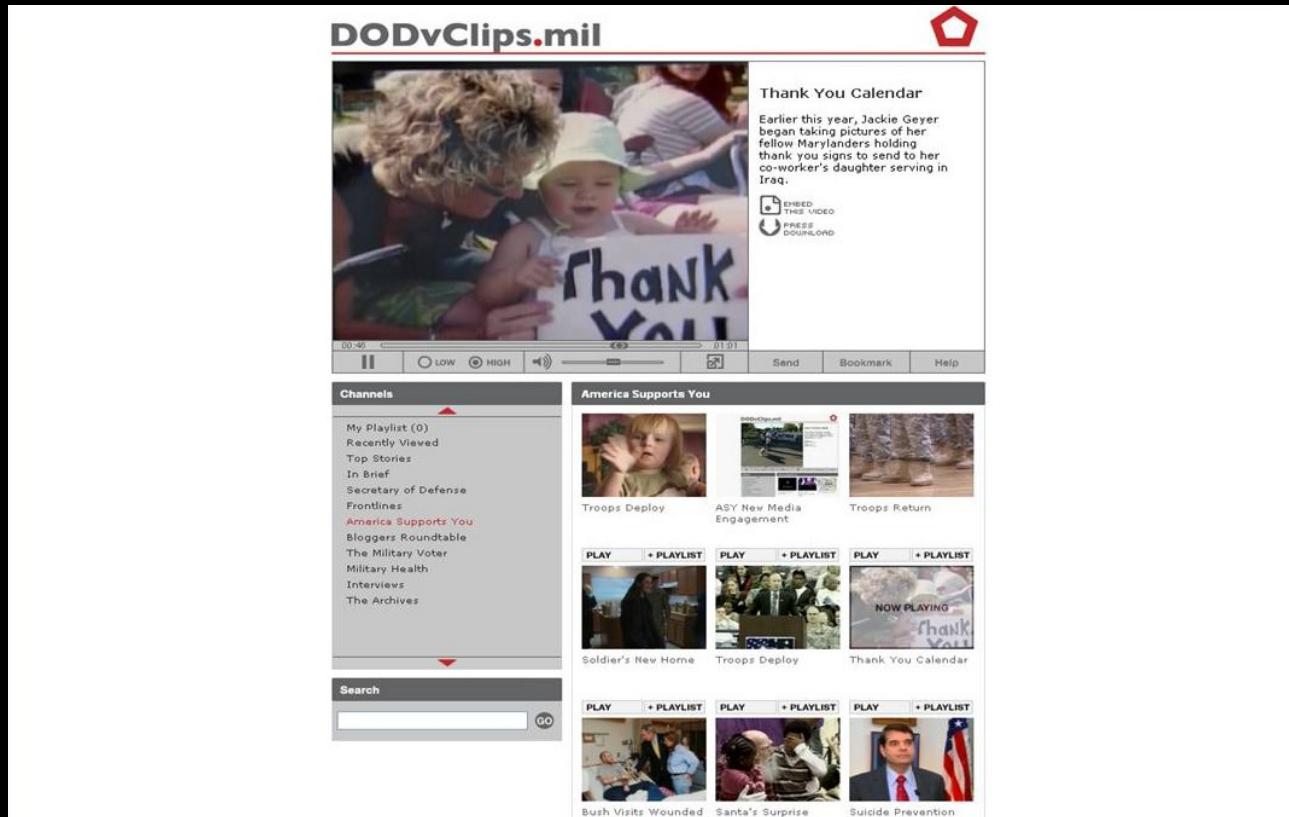
## No Continual Updates   Viral Messaging

## Record & Post Your Own with a Digital Camera



# Online Video

- Need video camera
- Some technical education



# DoDvClips

**DODvClips.mil**

Pentagon Briefing

Secretary of Defense Robert Gates and Iraqi Minister of Defense Abdul Qadir al-Mutrij speak with reporters at the Pentagon, January 10, 2008

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- Bloggers' Insights

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- Pentagon Briefing
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Scenes from the Freedom Walk in Washington DC, ... ([more](#))  
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| <br><a href="#">9/11 Remembrance Ceremonies</a><br>08:08 From: <a href="#">tpcfan</a><br>Views: 782                 |  |

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# Social Networking

Engages  
Drives  
Connects  
Spreads



# Join ASY MySpace

[www.myspace.com/american支持you](http://www.myspace.com/american支持you)

MySpace.com - America Supports You - 26 - Male - Washington DC - www.myspace.com/american... [Minimize] [Maximize] [Close]

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Address http://www.myspace.com/american支持you

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America Supports You

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OUR MILITARY MEN & WOMEN

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Thank you - DC

GIVING Thanks

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They can't always sit at our table, but they're always in our hearts.

This Thanksgiving, show your support for our men and women in uniform who can't be home to celebrate the holiday with their loved ones.

Internet



- Wide audience
- Live, archived and podcast, post on Web site
- Ingredients =  
Computer +  
Telephone



# ASY Live

[www.blogtalkradio.com/asylive](http://www.blogtalkradio.com/asylive)

# Fuzzilicious Thinking: Conversation with Carren - Microsoft Internet Explorer

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Address <http://fuzzilicious.blogspot.com/2008/01/conversation-with-carren.html>



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--CPT Ziegenfuss, wounded in Iraq and recipient of a voice-activated laptop while hospitalized (Valour-IT's inspiration)

17 January, 2008

## Conversation with Carren

Ziegenfuss, that is. She's wife to still-recovering Chuck--the inspiration for Valour-IT--and she just finished her MSW coursework (I've watched her with fellow spouses of the wounded; she's a natural).



America Supports You recently interviewed her on the history of Valour-IT.

Here's how the ASY site describes it:

An interview with Carren Ziegenfuss, an Army Wife whose husband was seriously injured in Iraq. Carren will talk about her work with Project Valour-IT, a project started by the non-profit group Soldier's Angels, that helps provide voice-controlled and adaptive laptop computers to wounded Soldiers at major military medical centers. Carren's husband, MAJ Charles "Chuck" Ziegenfuss, is a soldier who suffered serious hand wounds while serving in Iraq.

She's an amazing lady, and she did a wonderful

## About Me



Fuzzybear Lioness (FbL)

[Interview at Basil's](#)

[More about me \(fun stuff\)](#)

[Email me](#)

## Soldiers' Angels Valour-IT



Total so far - \$35489



# Photo Sharing



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America Supports You

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✓ We found 835 results for photos matching **America** and **Supports** and **You**.

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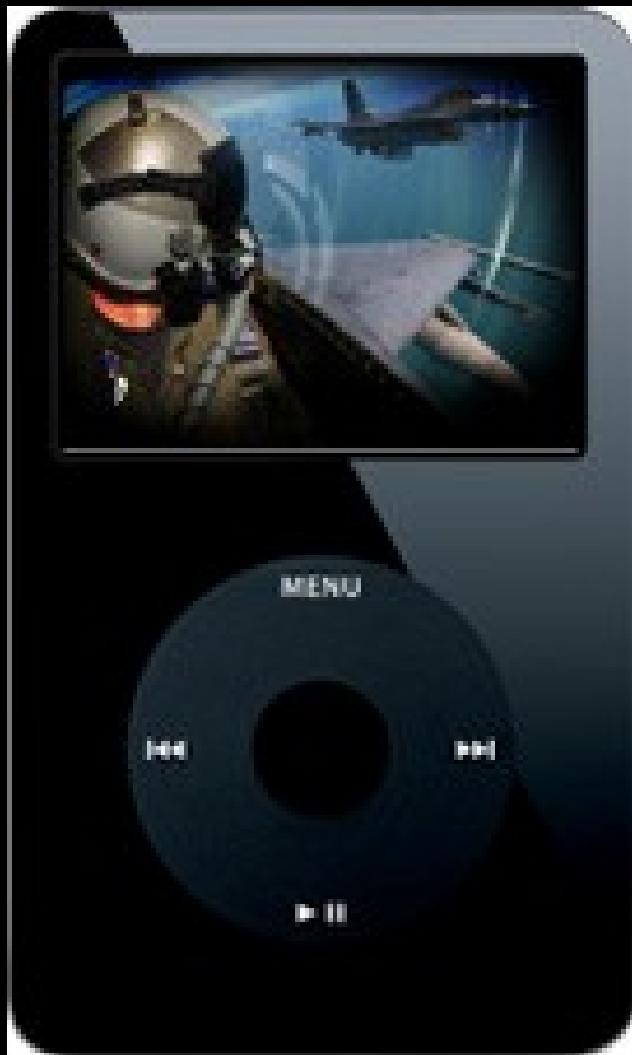
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Today.  
[www.exava.com](#)

# Podcasting



- Software to Listen or View is Free
- Need Software To Create your own (Audacity for PC (Free), GarageBand for Mac)
- Drives people back to the site
- Mobility of reach, wide distribution

# RSS Feeds

- **Really Simple Syndication**
- Easy to Use
- Check favorite Web sites automatically
- Receive most updated information



# Wikipedia

America Supports You - Wikipedia, the free encyclopedia - Microsoft Internet Explorer

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## America Supports You

From Wikipedia, the free encyclopedia

**America Supports You** is a United States Department of Defense program that provides opportunities for [citizens](#) to show their support for the [U.S. armed forces](#). The program was launched in 2004 in an effort to highlight citizen support for [U.S. military](#) men and women and to communicate that support to members of the armed forces at home and abroad.

America Supports You connects individuals, organizations, and companies to hundreds of [non-profit](#) support groups, called *homefront groups*, offering a variety of support services to the military community. The homefront groups provide support in many ways, including writing letters and e-mails, sending care packages, offering scholarships, and helping wounded service men and women when they return home. The America Supports You program also connects military service members and their families to homefront groups that provide assistance.

Dozens of [corporations](#), recognized on the program's website, are also America Supports You supporters.

**Website** [edit]

The [America Supports You website](#) serves as the forum where citizens and service members connect with homefront groups running support programs.

**External links** [edit]

- [U.S. Department of Defense official website](#)
- [America Supports You website](#)

Categories: United States Department of Defense | Military-related organizations

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Internet



# New Media is the future

The background features two black silhouettes of people facing each other against a pink gradient. Each person is holding a white MP3 player and wearing headphones. Black curved lines above the silhouettes represent sound waves or signal transmission.

Converge

Connect

Communicate

Assess capabilities

Use caution

# Questions?

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- America Supports You (New Media)